



# Bulk SMS

## What is BSNL Bulk SMS Service?



A secure enterprise messaging service enabling businesses to send **OTPs, alerts, and notifications** instantly.



Uses BSNL's trusted telecom network for **fast, reliable message delivery at scale**.



Supports **API-based integration for apps**, websites, CRMs, and enterprise systems.



Ensures **high delivery rates** with government-compliant routing and sender verification.



# BULK SMS for Business

## Why does your business need Bulk SMS (1/2)

1



### Instant Customer Authentication & Communication

- OTPs enable secure logins, transactions, and verifications
- Real-time updates improve customer trust and engagement

2



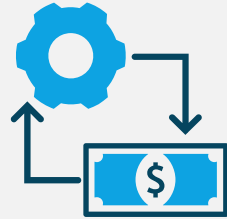
### Automated Messaging for Business Efficiency

- Bulk SMS supports alerts, reminders, promotional messages, and service updates
- Reduces manual communication workload and boosts response rates

# BULK SMS for Business

## Why does your business need Bulk SMS (2/2)

3



### Cost-Effective Multi-Industry Communication Tool

- Works across banking, e-commerce, logistics, healthcare, education, and retail
- High ROI due to low cost per message and wide customer reach

4



### High Delivery Speed with Nationwide Reach

- BSNL's robust network ensures rapid delivery even during peak traffic
- Messages reach customers anywhere in India, including rural regions

# BSNL Offers BULK SMS Options Tailored to Your Business Needs



## Bulk SMS Over BSNL SMSC Platform

Messages are delivered through BSNL's carrier-grade SMSC network

Supports fast and reliable delivery of OTP, alerts, notifications and promotional SMS

Works across all telecom operators with PAN-India reach

Backed by BSNL's enterprise service support and delivery reporting as per standard SMSC features



## Enterprise APIs & Integration (CPaaS)

Provides HTTP/API connectivity for integration with apps, portals, CRMs and enterprise systems

Enables automated messaging such as OTPs, transactional updates and service alerts

Simple API framework allows quick onboarding and minimal development effort

Suitable for banks, e-commerce, government services, logistics, education and more



## Optional Features & Add-Ons

Supports sender IDs, templates and content-based routing as permitted by regulations

Delivery receipts available as per SMSC capability and operator response

Compatible with DLT-registered headers and templates as mandated in India

Additional options such as analytics or SMS usage reports available on request